

**CLAIMS**

1. A highly anti-deodorizing cleansing and aiding agent for washing clothing articles, characterized in that said agent comprises active principles including alpha and beta hydroxy acid and aliphatic alcohol esters having anti-deodorizing properties.

2. A washing cleansing and aiding agent, according to the preceding claim, characterized in that said active principles comprise bacteriostatic and/or bactericide surface active principles, including zinc and magnesium derivatives, C8-C10 fat acid acylglutammate, surface active agents such as ethers obtained from octyl acid and glycerin, hydroxy diphenyl trichloro ethers and hydroxy diphenyl chloro ethers.

3. A washing cleansing and aiding agent, according to Claim 1, characterized in that said agent comprises smell masking substances including fragrances for covering human body bad smells, fragrances preventing any enzymatic degradation and fragrance adapted to cover or mask smoke and kitchen smells.

4. A washing cleansing and aiding agent, according to Claim 1, characterized in that said agent comprises odorous molecule organic sequestering substances, including complex silicates such as active bentonites and zeolites.

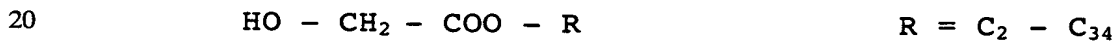
5. A washing cleansing and aiding agent, according to Claim 1, characterized in that said agent comprises odorous molecule organic sequestering substances, including cyclodextrines.

6. A washing cleansing and aiding agent, according to Claim 1, characterized in that said agent comprises antioxidating substances, including tocopherol and propylgallate.

5 7. A washing cleansing and aiding agent, according to Claim 1, characterized in that said agent comprises anti-perspiring substances, including ammonium salts.

8. A washing cleansing and aiding agent, according to Claim 1, characterized in that said active principles comprise one or more esters having a formula  $R - O - R'$ , where R is a linear or branched alkyl radical having a C2-C34 chain and R' is an alpha or beta hydroxy acid radical, derived from glycol or lactic, or citric or malic or tartaric or gluconic or mandelic acid.

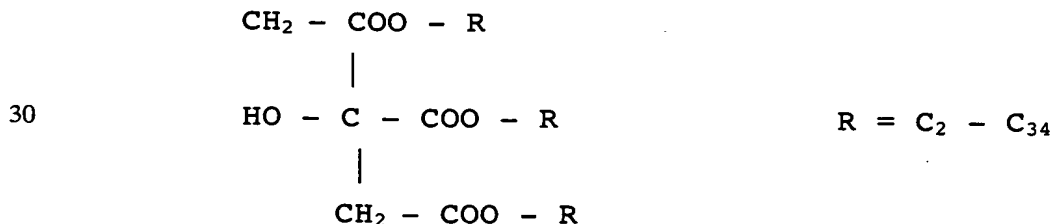
9. A washing cleansing and aiding agent, according to Claim 8, characterized in that the glycol ester has a formula:



10. A washing cleansing and aiding agent, according to Claim 8, characterized in that said lactic ester has a formula:



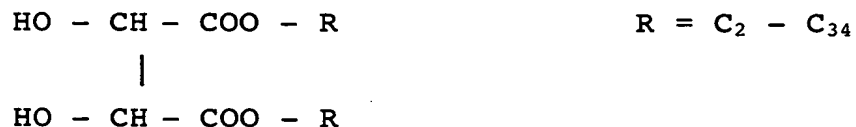
11. A washing cleansing and aiding agent, according to Claim 8, characterized in that said citric ester has a formula:



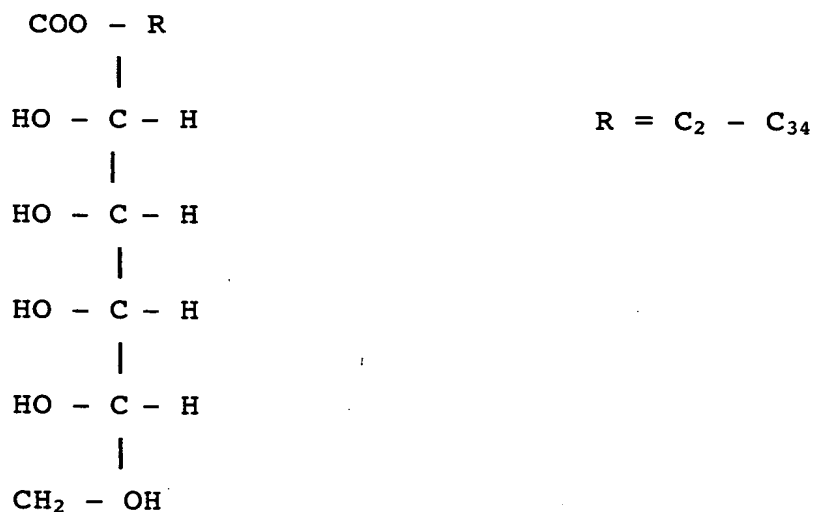
12. A washing cleansing and aiding agent, according to Claim 8, characterized in that said malic ester has a formula:



13. A washing cleansing and aiding agent, according to Claim 8, characterized in that said tartaric ester has a formula:

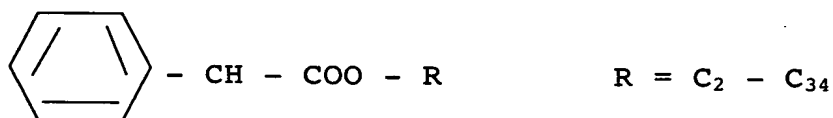


14. A washing cleansing and aiding agent, according to Claim 8, characterized in that said gluconic ester has a formula:



15. A washing cleansing and aiding agent, according to Claim 8, characterized in that said mandelic ester has a formula:

mandelic ester



|  
OH

16. A washing cleansing and aiding agent, according to Claim 1, characterized in that said  
5 agent is added to a washing base or an aiding base in a by weight rate from 0.1 to 10%.

17. A washing cleansing and aiding agent, according to Claim 1, characterized in that said agent comprises short chain isomeric aliphatic  
10 alcohols, such as linear or branched chain aliphatic alcohol undecanol.

18. A washing cleansing and aiding agent, according to Claim 1, characterized in that said agent is added to ethylendiamine tetracetic acid.

15 19. A washing cleansing and aiding agent, according to Claim 1, characterized in that said agent is added to coconut fat alcohols such as ethoxylated alcohol having a carbon number from 12 to 18.

20 20. A washing cleansing and aiding agent adapted to provide an antiodorizing function, according to Claim 1, characterized in that said agent can be added to a washing base comprising liquid or gel, or suspension powder formulated  
25 compositions, or to single-dose packets containing one or more of the following components:

- anionic bases (sodium, tea, ammonium laurylether sulphate, zinc laurylether sulphate; sodium, tea, ammonium lauryl sulphate; sodium, tea, ammonium alkylbenzenesulphonate; sodium, tea, ammonium alkansulphonates; sodium, tea, ammonium  
30 sulphonated alpha-olefins), in a weight rate dose

from 0.1 to 50%;

- non ionic bases (ethoxylated alcohols having a linear or branched C3-C22 alkyl chain and an ethoxylation and propoxylation degree from 2 to 30 moles; fat acid amides; alkylpolyglucosides; amine oxides), with a dose, by a weight rate, from 0.1 to 50%;

- amphoteric bases (alkylamidobetaine, alkylamidopropylbetaine, alkylamidosultaine), with a dose, by a weight rate, from 0.1 to 50%;

- cationic bases (dialkylmethyl ammonium methalsulphate; quaternized tert amines, imidazoline), by a weight rate from 0.1 to 50%;

- soaps (fat acids salified by sodium, potassium, mea, tea), by a weight rate from 0.1 to 50%;

- coformulating and coactive agents: (phosphonates; ethylendiamine tetracetic acid derivatives; citric acid and sodium and potassium derivatives, ethylene, propylene, dipropylene glycols; ethyl and isopropyl alcohol; activated bentonites; calcium and sodium chlorides; amilolitic, lipolitic, proteolitic enzymes; polyvinyl pirrolidone and derivatives thereof; optic whitening agents derived from distirildiphenyl; polymeric styrene/acryl dispersions; polyacrylates; dymethyl-polysiloxanes; isotiazolinones, benzo-isothiazolinones, bronopol, N-formals; coloring agents), by a weight rate, from 0.1 to 20%;

- natural essences or essence compositions, by a weight rate, from 0.1 to 5%.

21. A washing cleansing and aiding agent,

according to Claim 1, having anti-deodorizing functions, characterized in that said agent is added to a washing base comprising powder or pressed (tablets) formulated compositions, or to single-dose  
5 packets, containing one or more of the following components:

- anionic bases (sodium, tea, ammonium alcansulphonates; sodium, tea, ammonium lauryl sulphate; sodium, tea, ammonium alkylbenzene  
10 sulphonate) by a weight rate of 0.1 to 30%

- non ionic bases (ethoxylated alcohols with a linear or branched C3-C22 alkyl chain and an ethoxylation and propoxylation degree from 2 to 20 moles; fat acid amides; alkylpolyglucosides; amine  
15 oxides), by a weight rate from 0.1 to 30%;

- amphoteric bases (alkylamidobetaines, alkylamidopropylbetaines, alkylamidosultaines), by a weight rate of 0.1 to 50%;

- soaps (sodium salified fat acids), by a  
20 weight rate of 0.1 to 30%;

- filling substances: (powder and grained sodium sulphate, dense and light sodium carbonate, sodium silicate and disilicate), by a weight rate of 0.1 to 40%;

25 - coformulating and coactive substances: (zeolites; mono and tetrahydrate sodium perborate, sodium percarbonate, sodium persulphate; phosphonates; ethylenediamine tetracetic acid derivatives; citric acid and sodic derivatives;  
30 perborate and percarbonate activating substances, i.e. tetracetylenediamine; bentonites and activated bentonites; carboxymethylcelluloses; amyloitic,

lipolitic, proteolitic enzymes; polyvinylpyrrolidones and derivatives thereof; optic whitening substances of stilbene and distiaryl diphenyl derivatives; polyacrylates; dymethylpolyxyloxanes; coloring agents), by a weight rate of 0.1 to 30%.

22. A washing cleansing and aiding agent, according to Claim 1, having an anti-deodorizing function, characterized in that said agent can be added to washing and ironing aiding substances, and comprising softening or stain removing substances, or sizing substances, or whitening substances, liquid formulations, gel or powder formulations, or tablet formulations, or single-dose packets, containing one or more of the following components:

- cationic bases (dialkylmethyllumonium metasulphate; quaternized tert-amines, dialkyl-dymethylammonium chloride; imidazoline), by a weight rate of 0.1 to 50%;

- amphoteric bases (alkylamidobetaine, alkylamidopropylbetaine, alkylamidosultaine), by a weight rate of 0.1 to 50%;

- anionic bases (sodium, tea, ammonium laurylether sulphate; sodium, tea, ammonium lauryl sulphate; sodium, tea, ammonium alkylbenzene-sulphonate), by a weight rate of 0.1 to 50%;

- non ionic bases (alkyl C3 - C22 linear or branched ethoxylated alcohols and with an ethoxylation and propoxylation degree of 2 to 30 moles; fat acid amides; alkylpolyglucosides; amine oxides), with a weight rate dose from 0.1 to 50%;

- active oxidating principles (sodium hypochlorite, hydrogen peroxide, mono and

tetrahydrate sodium perborate, sodium percarbonate, sodium persulphate), by a weight rate of 0.1 to 99%;

- reducing active principles (sodium hydro-sulphite), by a weight rate of 0.1 to 99%;

5 - starches and modified starches by a weight rate from 0.1 to 30%;

- co-formulating and coactive substances: (phosphonates; ethylenediamine tetracetic acid derivatives; citric acid and sodium and potassium derivatives, ethyl and isopropyl alcohol; calcium, 10 sodium and ammonium chlorides; amylolytic, lypolytic, proteolytic enzymes, polyvinylpyrrolidones and derivatives thereof; optic whitening substances derived from distiril dyphenil; polymeric 15 styrene/acryl dispersions; dimethyl polysiloxanes; isothiazolinones, benzisothiazolinones; bronopol, N-formals; coloring substances), by a weight rate of 0.1 to 20%;

- natural essences or essence compositions; 20 by a weight rate of 0.1 to 10%;

23. A washing cleansing and aiding agent, according to claim 1, characterized in that said agent is added to liquid cleansing substances for washing clothing articles, either by hand or in a 25 washing machine, with a formulation comprising the use of one or more of the following components, in the indicated rates:

Sodium lauryl ethersulphate	8
Alkylbenzenesulphonate TEA	6
TEO C12-15 Alcohol	1.5
Alkylamidossultaine	1



Hydroxyacetyl hydroxyethyl Ammonium chloride	0.2
Potassium soap	3
Ethylene Diamine Tetra Acetic Acid	0.5
Amylasis enzyme	0.15
Proteasis enzyme	0.3
Lipasis enzyme	0.2
Preserving agents	q.s
Perfume	0.3
Cosmacol ELI	0.8
Isalchem 11	0.5
Coloring or dyeing agents	q.s
Water	q.s

24. A washing cleansing and aiding agent, according to claim 1, characterized in that said agent can be added to powder cleansing substances for washing clothing articles, either by hand or in a washing machine, comprising two or more of the following components:

Sodium laurylsulphate	10
TEA alkylbenzenesulphonate	5
TEO C12-15 alcohol	7
Alkylamidossultaine	0.5
Hydroxyacetyl hydroxyethyl Ammonium chloride	0.2
Potassium soap	5
Sodium percarbonate	10
Sodium carbonate	15
Sodium silicate	3

Ethylene Diamine Tetra Acetic Acid	0.5
Zeolite	15
Amylasis enzyme	0.15
Proteasis enzyme	0.3
Lipasis enzyme	0.2
Carboxymethylcellulose	1.5
Perfume	0.3
Cosmacol ELI	1.5
Isalchem 11	1
Sodium sulphate	q.s.

25. A washing cleansing and aiding agent, according to claim 1, characterized in that said agent is added to a washing liquid aiding substances  
5 having a softening activity, which provides an use of two or more of the following components:

Alkylamidossulfate	1
Dialkylesterammoniummetha-Sulphate	10
Ethylene Diamine Tetra Acetic	0.5
Preserving agents	q.s
Perfume	1.5
Ethoxylated C12-18 10 OE alcohol	1.5
Silicone	0.1
Isopropyl alcohol	1
Cosmacol ELI	0.8
Isalchem 11	0.5
Water	q.s